

To allow our marketing team to provide you with the best possible service, please make sure that your production marketing kit includes the following information and images:

- ☐ Tour producer name
- ☐ Production name
- ☐ Company name
- ☐ Marketing kit download link (if not emailed)
- ☐ Presentation line and billing
- ☐ Logos and sponsor acknowledgements
 - List logos that are mandatory and must be included on all print and digital material.
 - Include logo lock up in download link
 - Formats: Provide required logos for sponsors and supporters in both EPS and JPG formats.
 - Quality: High-resolution, stacked and inline, black and white and color. If required, detail the correct order of placement.
 - Late Additions: If sponsors/supporters logos are added later, we'll do our best to include them on digital marketing collateral, but we can't guarantee inclusion if materials have already been printed.
- ☐ Genre
- ☐ Performance duration
- ☐ Age suitability
- ☐ Warnings
- ☐ Marketing copy
 - Content: A brief bio, description of the performance, and any unique selling points.
 - Length: Approximately 150-300 words.
 - Participating Artists: Names of all artists involved in the performance.
 - Can supply preferred one liner in addition to extended copy
- ☐ Media Reviews & Quotes
 - Supply positive media reviews and quotes that can be included in marketing promotions – website, social media and posters. Must include attribution.
- ☐ Images
 - A selection of high-res images are available to download.
 - Size & Quality: High-resolution images (minimum 300 DPI).
 - Layout: Both portrait and landscape orientations.
 - Content: Professional photos, including headshots and live performance shots.
 - Ensure all images are clearly labelled with names of anyone appearing in the photo. If more than one person, please list names order of appearance from left to right.

- ☐ Image credits
 - List which images must have image credits included (Hero images, production images, or all images)
 - List the image credit lines alongside the image file names so they can be matched.
- ☐ Key artwork
 - If you already have posters or other key artwork developed, please supply the individual image components to us so that our designer can repurpose that artwork for various social media formats
 - KBF distributes flyers within the precinct only. If you wish to distribute posters/flyers in the community, please request printed copies in advance.
- ☐ Video
 - Supply quality, high-definition (HD) quality video for social media reels and Meta advertising.
 - Length: Ideally between 30 seconds to 2 minutes.
 - Format: MP4 format.
- ☐ Cast and creatives list
 - List any cast or producer credits that are required on collateral
- ☐ Social media
 - List the production Facebook page, Instagram page and website.
 - Clarify who will be creating the Facebook page (if one does not already exist): KBF or artist/event organiser. Indicate if you wish to co-host the event.
 - Include any pre-existing promotional ideas and social media content/posts/tiles.
- ☐ Approvals process
 - Marketing and publicity contact person: Supply contact details for the appropriate person to approve marketing collateral. A minimum of 24-hour turn around will be allowed for all approvals.
 - Web Page: Content for the web page will require approval.
 - Social Media Posts and Ads: Approval for social media posts/ads may not always be possible. Ensure all supplied content and handles are accurate to facilitate seamless posting. Please ensure all content is up-to-date with the latest development of the work/event and performers.
- ☐ Suggested target audience
- ☐ Social media and promotion ideas
- ☐ Comments